

SSN SCHOOL OF MANAGEMENT

RAJIV GANDHI SALAI (OMR), KALAVAKKAM, CHENNAI - 603 110.

Proudly Presents
**NATIONAL CONFERENCE ON
 "OPPORTUNITIES AND CHALLENGES FOR
 BUSINESS IN THE CURRENT TURBULENT TIMES"**
FEBRUARY 25 & 26, 2022

CHIEF PATRON

Dr. Shiv Nadar,
 Founder and Chairman Emeritus,
 HCL Technologies Ltd.

PATRON

Dr. Kala Vijayakumar,
 President, SSN Institutions

**CONFERENCE ADVISORY
 COMMITTEE**

Dr. Srinivas Gumparthi
Prof. R. Natarajan

ORGANIZING COMMITTEE

Dr. Vani Haridasan
Dr. Girija T
Dr. Sudarsan Jayasingh
Mr. Raghuraman B

CONTACTS

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ABOUT THE INSTITUTION

SSN School of Management (SoM) is a new generation B-School established with the Mission and Vision of imparting high quality education to the Management students. The School was born out of Dr. Shiv Nadar's ardent desire to give back something significant to the society that nurtured him. The Institution reflects the ideals of its founder and seeks to achieve excellence in education. The MBA program offered by the school is accredited by NAAC and the School is ISO certified. Within a short span of time, the Institution has made rapid strides towards establishing its programs, with wide acceptance from industry. As an Institution committed to excellence in education, our admission policy is strongly in favor of merit.


BACKGROUND

Modern Business Management, more than a concept, is an integrated approach to everything an organization does - and that requires an environment built around it. It is the approach of the business rather than about the product or service. It is about having a proper vision, the design and development of product or service, expansion of the business, recognition of brand and implementing strategies. In the recent years, business management has emerged in a big way and is evolving in new dimensions. With the advancement of technology, globalization and liberalization, new markets have grown, and businesses have crossed borders and are poised to offer new challenges and opportunities for leaders and organizations.

AIM & OBJECTIVES

In this background, the National Conference on "Opportunities and Challenges for Business in the Current Turbulent Times" aims to bring together leading industry stalwarts, academicians, researchers and research scholars to exchange and share their experiences and research results on all aspects on recent trends and developments in business and management. It also provides a premier platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends and concerns as well as practical challenges encountered and solutions adopted in the field of Business and Management during turbulent times aggravated by the pandemic

PROGRAM SCHEDULE
DAY 1
FORENOON

- Registration
- Inaugural

SESSION I

Impact of Covid on Workforce Management: Organizational Culture, Hybrid working, Employee Well being

SPEAKERS

Ms. S. Kanaka
 Head Talent Development,
 Middle East and Africa
 TCS.

Mr. Nandakumar
 Founder
 Wellness Mentor Consulting
 Emotional, Mental & Spiritual Wellness Specialist

SESSION II

Digital Transformation Strategy: as pandemic speeded up the change

SPEAKERS

Mr. Sundararaman
 Consultant and Trainer
 Oil and Gas Domain

Mr. Laxmi Narayanan
 Senior VP and Delivery Head
 POLESTAR

AFTERNOON
SESSION III

Technical Sessions (Parallel)

EVENING

Sightseeing at Mahabalipuram



DAY 2

FORENOON

SESSION I

Climate & Green Technology: Opportunities and Challenges

SPEAKERS

Mr. Dwarkadas Suresh
MD & CEO
SAKS Ancillaries Ltd

Ms. Shashi
Chief Architect
SPACE STUDIO CHENNAI
Award Winning Architect, Sustainability Champion

AFTERNOON

SESSION II

Diversity, Inclusion & Women empowerment: Breaking the Glass Ceiling - Will it bring more women leaders?

SPEAKERS

Ms. Lakshmi Subramanian
MGSCC, ED
Coach / Team Coach / Mentor
Global Adjustments Foundation Executive & Leadership

Ms. Viji Hari
Serial Entrepreneur, Founder, CEO
Cecure Us

SESSION III

Technical Sessions (Parallel)

VELEDICTORY

CALL FOR PAPERS

All authors are encouraged to contribute to the conference through submission of high quality original and unpublished research papers exhibiting conceptual, constructive, empirical, experimental, or theoretical work in all areas of Business and Management.

The below list is only indicative and not exhaustive. The researchers can choose to send research papers in any emerging areas related to Business and Management:

General Management:

Global Business Environment, Economic Reforms in India, Globalization of Business, Employment Trends, Business Cycle and GDP, Digital Economy, Ease of Doing Business, Demographic Changes, International Business Management, Impact of Covid 19.

Financial Management:

Portfolio Analytics, Digital Finance, Crypto Currency, Entrepreneurial Finance, Startup-Funding and Valuation, Derivatives Management, Cross Border Mergers and Acquisitions, Crowd Funding, Foreign Direct Investments / FIIs, Mutual funds, Capital Market Scenarios.

Human Resource Management

Employee Engagement, Organizational Citizenship Behaviour, HR Analytics & HR Metrics, Human Resource Information Systems, Work Ethics, International HRM, Industrial Relations.

IT/Operations Management

Automation of Operational Processes, Machine Learning, Role of IT in Gaining Operations Excellence, New Technologies in Operations and Supply Chain, Inventory Management, Logistics and Supply Chain Management, Materials Management, Green Supply Chain, Business Analytics / IOT / AI.

Marketing Management

Retailing, Digital Media / Social Media Marketing, B2B / Services Marketing, Rural Marketing, International Marketing, Consumer Behaviour, Brand Management, Sales and Distribution Management, Consumer Relationship Management.

GUIDELINES FOR PAPER PRESENTATION

Abstract	: Not more than 500 words
Key words	: Maximum 5 keywords
Full Paper	: 5 to 10 Pages
Title Page	: Title, author name(s), designation, Affiliation, contact details of corresponding author (Mobile No. & Email-ID)
Font Style	: Times New Roman
Font Size	: 14 for Main Heading & 12 for Sub headings and content
Line Spacing	: 1.5
Document Size	: A4 Size
Reference	: Standard APA format

Prospective authors are encouraged to submit full paper for review. Only original papers, which have not been published or submitted for publication elsewhere will be considered. If any author is found to commit an act of plagiarism, the submission will be automatically dismissed. Based on authors' wish, the paper will be published in Smart Innovation Systems and Technologies (Springer), ISSN: 2190-3018 (Scopus Indexed Journal) with an additional charge. Authors will be notified through email after papers are accepted by the publisher. The Payment details will be shared with the respective author's e-mail on submission of full paper.

REGISTRATION FEE

For Paper Presentation:

- For Academicians/Industry Participants: Rs. 1,000/- (per paper)
- For Students and Research Scholars: Rs. 500/- (per paper)

For attending the conference:

- Second and subsequent authors, industry participants Rs. 750/-
- Students and Research Scholars Rs. 500/-

MODE OF PAYMENT

1. Cheque/DD in favour of SSN School of Management, payable at Chennai.
2. To pay online:

Name of the Account	: SSN School of Management
Type of Account	: Savings
Account No	: 158100050300660
IFSC Code	: TMBL0000158
MICR Code	: 600060010
Bank Name	: Tamilnad Mercantile Bank Ltd
Branch Address	: Thiruvannamiyur, Chennai

*In case the conference is conducted online, only 50% of the registration fee will be collected.

Accommodations: - Limited accommodation (A/C, Non A/C) is available for outstation participants within the college campus on payment of additional charges.

IMPORTANT DATES TO REMEMBER

Submission of full paper with abstract	: Jan 25, 2022
Acceptance of full paper	: Jan 30, 2022
Payment of Registration Fee	: Feb 10, 2022
Date of the Conference	: Feb. 25 & 26, 2022